Adoption Of Cloud Accounting In Indian Big 4 Companies With Reference To TOE Framework

SHORT SYNOPSIS

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by

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Certificate

I hereby declare that the short synopsis "Adoption of Cloud Accounting in Indian Big 4 Companies With Reference to TOE Framework" being submitted in partial fulfillment of the requirement for the degree of Doctor of Philosophy under School of Commerce of Manav Rachna International Institute of Research & Studies, Faridabad during the academic year. It is a bona fide record of original work carried out under the supervision of Dr. Kirti Khanna and has not been submitted in full or part to any other university or institute for a degree or diploma. Further, it is certified that the short synopsis is plagiarism and the proof has been submitted.

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ABSTRACT

The only requirements for using cloud accounting, a framework of technology that enables you to view your data from any location and on any device, are a device and an uninterrupted and dependable internet connection. Cloud accounting is the most recent accounting craze to make an impact on enterprises. Cloud accounting hosts the data on external servers, yet it is functionally comparable to self-install accounting software. Information is transmitted to a cloud in cloud accounting and processed there before being returned to the user. Due to the current shift toward faster technology, accounting's capacity to serve people has substantially grown. Modern accounting has advanced to its current position after years of gradual development by keeping up with quickly developing technological improvements. Because of the ongoing development and adaption of technological substitutes for manual procedures, accounting has become more user-friendly and practical. You may get real-time information throughout the entire company by using cloud accounting.

The term "Big Four" in this context refers to the top four accounting firms in the US, measured by revenue. They are, respectivelyKlynveld Peat Marwick Goerdeler (KPMG), PricewaterhouseCoopers (PwC), Ernst & Young (EY), and Deloitte. Along with audits, they additionally offer tax, valuation, market research, assurance, and legal advice services. Recently, they started offering digital transformation consulting to satisfy the expectations of the digital world. They are the leading authority on how tax law should be applied and experts in how auditing and accounting standards should change.

Tornatzky et al. basically created the TOE framework to fully explain behavioral intents and business innovation adoption. Its ability to take into account many internal and external factors while making adoption decisions concerning the three contextual groupings of technology, organization, and environment sets it apart from other behavior models. The technical backdrop shows the technologies that are relevant to each company, both upcoming and existing. While the environmental context depicts the industrial, governmental, and competitive business environment in which enterprises operate, the organizational context shows the firm's size, scope, and resources.

Keywords: *Big 4's, Cloud Accounting, Reporting ,TOE framework.*

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1. Description of Broad Area

1.1 Cloud Accounting

Cloud accounting is one of the most trending innovations in the accounting field. It is the product of cloud computing, a state-of-the-art platform for data processing and storing that enables enterprises to execute their operations on IT infrastructure more economically. Cloud accounting uses the latest technological developments to store and handle a company's accounting data.

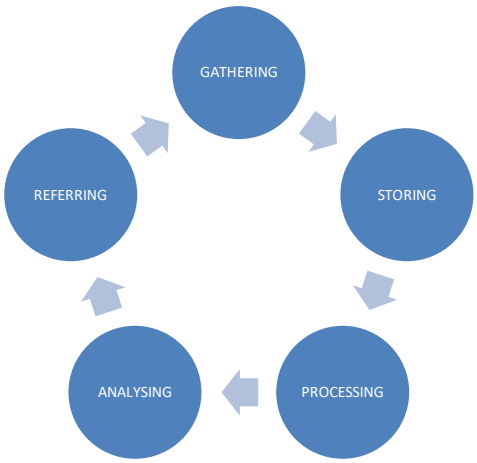

Fig 1 -Process

Source- self-prepared

Organizational accounting practices have experienced a substantial shift. The usability of accounting for its users has been significantly improved as a result of the industry's current shift away from manual processes utilized in the past and toward technology alternatives.

Although cloud accounting uses remote servers to store data, it is comparable to self-install accounting software. All accounting-related data for a company is kept on the cloud, where it is processed and made accessible to users. It makes the smooth flow of financial data possible by offering real-time reporting to the entire company. Instead of utilizing the software that must be installed on every PC in the firm for cloud accounting, users log in to an online platform where all the data is securely maintained.

Using cloud accounting, employees in other departments or branches can access the same information and software version. Many firms are using cloud accounting systems to save their financial information as a result of the system's many advantages.

Ping and Xuefeng were the ones who initially proposed the concept of "cloud accounting."

A cloud-based virtual accounting information system is created via the internet and is referred to as cloud accounting, sometimes known as cloud computing plus accounting. Small business costs, both incoming and outgoing, can be monitored and documented using cloud accounting software in relation to financial balance sheets.

There are two types of accounting software: conventional accounting software and cloud accounting software.

Conventional accounting software - Numerous issues with their program need to be fixed. This is a limited access to the information. Program updates happen often. Online cloud servers host the software that is utilized for cloud computing. Similar functions are available in desktop accounting. However, access to the cloud server is possible.

Cloud accounting software - provided online, thus users must log in and stay current online. The security measures offered by cloud accounting allow users to safely save their data to the server. Some cloud accounting services offer an API so that third-party software can connect to them.

Users of cloud accounting must frequently check their online accounts for updates because the program is only available online. Users can securely save their data to the server by using the security measures provided by the cloud accounting system. Some cloud accounting systems make their API available to third-party software so that they can be integrated.

Even though cloud accounting is a self-installing tool, it is stored on faraway servers. Cloud accounting is a service that involves sending data to cloud computers. Some processed things are made available to the user.

According to the study, shifting their company's operations to the cloud is still very important to CIOs in India. Cloud services remove barriers to the expansion of the Big 4 corporations by reducing infrastructure costs and upfront investments. IT and accounting professionals have watched and been acclimated to the cloud's adoption over the past few years at numerous Indian companies. India's usage of cloud computing has grown significantly in the last few years thanks to vendor offers, government assistance, and tried-and-true best practices. As a result, a lot of Indian businesses have prioritized migrating to the cloud.

The research "Indian Cloud Market Overview 2011-2016" by IDC projected that between 2014 and 2016, the Indian cloud market will grow by more than 70%.

Cloud accounting is transforming Big 4 companies, with some of the highlights being as follows: With more ISPs and IT companies opening up shop in India, the cloud IaaS model is enabling the BIG 4s to lower their internal infrastructure expenses and get access to cutting-edge technology. PaaS is a very advantageous model for software companies. By enabling developers to use a choice of development platforms, PaaS helps businesses avoid making expensive capital investments.

Both large and small organizations gain from using the SaaS model. For instance, Indian firms frequently reap significant financial benefits from the difficulties in managing IT programs to generate cost savings through the implementation of programs like SAP Business, Office 365, etc.

In a recent study titled "India's Domestic IT Business Landscape 2015," conducted by Zinnov Management Consulting, it was projected that the Indian IT sector will increase from its $36 billion 2015 valuation to $70 billion in 2021, a 14% annual growth rate.

The Indian government's Digital India project, which cost $19 billion between 2014 and 2018, presents potential opportunities for cloud adoption.

The private cloud market has tremendously grown by $7 billion by 2020, while the public cloud business is expected to grow by $7.4–7.6 billion.

Research and data indicate that cloud computing is rapidly gaining traction in India, leading to a new need for IT services. Additionally, to develop and gain a competitive advantage, business organizations use cutting-edge mobile technology like SMAC (Social Mobile Analytics Cloud). India will advance significantly in the next two years and beyond in terms of internet access, broadband, and mobility, according to NASSCOM's "Perspective 2020" report. As is more obvious from the foregoing, the cloud provides a massive infrastructure for hosting numerous IT applications across all types of Indian businesses. Multi-cloud usage will surpass 100% in 2022, according to statistics on cloud adoption. This is based on a report from March 2020. More firms were anticipated to favor a mix of legacy platforms, various public clouds, and on-premise private clouds to satisfy infrastructure concerns.

Only 29% of the more than 400 Indian executives from different companies who took part in the poll and are now using hybrid cloud and multi-cloud had thorough multi-cloud management strategies. However, they were positive that they would spend 2.6 times as much on cloud management over the course of the forthcoming 10 years. The main reason why a third of these Indian organizations opted for cloud service tools was to have more transparency and control over their cloud expenses.

In India, businesses may allocate nearly 50% of their cloud budgets to hybrid over the next three years, while public cloud investment may drop from its current 50% to 43%.

The industry for public cloud computing is expected to be worth $800 billion by 2025. Enterprise cloud expenditures accounted for over 14% of all IT revenue globally in 2024. In 2021, PaaS, or platform as a service, has grown by 26.6%. 70% of companies using cloud services to increase their budgets in the future. In 2020, 61% of business workloads were shifted to the cloud.

76% of enterprise cloud adoption in 2020 was attributable to Amazon Web Services (AWS).

In 2022, several clouds were used by 90% of organizations worldwide.

Cloud influence on the category of Accountants

Through a cloud accounting system, the accountant can instantly access client financial information from any device. Despite the fact that cloud computing is fundamentally altering how accountants work, the accounting profession is divided when it comes to it. Cloud computing roughly categorizes accountants into the following three groups:

Category 1: This category of accountants is so petrified of the cloud and security solicitude that they will do anything to avoid them. They shouldn't bury their heads in the sand by employing the "Ostrich approach," as it is not a smart idea.

Category 2: Although they are aware that cloud computing exists, these accountants are gravely concerned about how it will affect their ability to make a profit. These accountants treat accounts as though they were an article or object. Furthermore, if using cloud accounting makes it easier to carry out bookkeeping activities and interact with accountants, some clients might start doing their bookkeeping while others might demand cheaper prices, which would mean less work and lower earnings.

Category 3: This group is enthusiastic and looks for opportunities offered by cloud accounting for accountants. They thought that using the cloud would greatly improve their productivity and/or financial success. They have therefore created a plan for adjusting to change and are currently enjoying greater productivity and profit.

Deployment models of cloud technology

Private Cloud: The term "private cloud" refers to the cloud infrastructure that is maintained and administered just for a single enterprise to maintain a level of control over privacy, governance, and security. Internal cloud and on-premises cloud are other names for it. It may run off-site or on-site, and its management may come from the business itself, a third party, or neither.

Public Cloud: If a corporation offering cloud services makes its cloud infrastructure accessible to the general public or a major industry group, it may refer to it as "public cloud."

Community Cloud: This is an infrastructure that is shared and managed by several affiliated organizations that participate in the same domain or vertical market. Community clouds are also referred to as special-purpose cloud computing environments. It may be controlled by the organizations or an outsider and may be present on or off-site.

Hybrid Cloud: A hybrid cloud has two or more separate cloud types (private, communal, or public) to enable data and application mobility. It offers the advantages of several deployment choices.

1.2 BIG 4's

PricewaterhouseCoopers (PwC), Ernst & Young (E&Y), Deloitte, and KPMG are the four biggest professional services networks in the world, collectively known as "The Big Four."

The four are often compared because they are all thought to be equally capable of providing their clients with a wide range of professional services, have workforce sizes and revenue comparable to the rest of the market, and are equally sought-after networks by individuals wishing to begin careers in professional services, especially accounting. These companies frequently work with Fortune 500 companies, which. Actuarial, corporate finance, audit, assurance, tax, management consulting, and legal services are available to its clients. Most audits of private enterprises and most audits of public corporations are performed by these networks. Statistics from 2011 that were made public in the UK state that 99% of the FTSE 100 Index and FTSE 250 firms are audited by the Big Four.

Due to its 1.8% growth, Deloitte was able to outperform PricewaterhouseCoopers' 1.5% growth in 2010, taki ng "first place" in terms of revenue size and surpassing it to become the largest company in the professional services sector.Due to an increase in revenue of 10% in 2011, PwC reclaimed the top spot. These two businesses were able to grab the top two slots in 2013 because of the revenue gap between them, which was lessthan0.5percentoraround$200million.Thelargestof the Big Four was once again held by Deloitte in fiscal year 2016 after itrapidly surpassed PwC over the course of the next several years (mainly as a consequence o f acquisitions).The feasibility of using cloud computing services with the ERP system will be examined in this study. The report takes into account the BIG4 Indian Companies. The majority of the auditing work is performed by these companies for some of the biggest publicly traded companies worldwide. The vast majority of Fortune 500 firms get their financial records audited by one of the Big Four. The CFA Institute conducted an investigation and found that PwC audited 30% of the S&P 500, Deloitte 20%, EY 31%, and KPMG 19%.

The Big Four provide their clients with services in the areas of taxes, audit, actuarial, corporate finance, assurance, management consulting, and law. These top 4 firms conduct the majority of audits of publicly traded corporations and a sizable percentage of audits of privately held businesses.The Big Eight disintegrated and declined to BIg 4s. Information released in the United Kingdom in 2011 states that the Big Four audit 99% of the firms listed on the FTSE 100 Index and the FTSE 250 Indication, two measurements of the top midcap listed corporations. Because of the significant level of market concentration, some investors are asking the UK's Competition & Markets Authority (CMA) to scrutinize the Big Four.

The CMA said in October 2018 that it would launch a comprehensive inquiry into the Big Four's dominance in the audit sector. The UK Financial Reporting Council stated that The Big Four had until October 2020 to provide recommendations for splitting its audit and consulting divisions by 2024. July 2020 saw the disclosure of this. Each consists of a group of independently owned and operated businesses that have agreements in place enabling them to share names, trademarks, intellectual property, and quality requirements. Every network has established a global organization to manage its activities. To cater to the demands of its customers, each of the Big Four companies will hire a sizable staff with a variety of degrees of competence. The audit, assurance, consulting, financial counseling, risk management, and tax compliance are the main services offered by the Big Four firms. Additionally, each business aids in corporate restructuring, forensic accounting, mergers, and acquisitions.In 2010, Deloitte was able to supersede PricewaterhouseCoopers' 1.5% revenue increase, claiming "first place," and going on to become the biggest company in the professional services sector. In 2010, Deloitte saw a growth of 1.8%. PwC reclaimed first place in 2011 after seeing a 10% revenue growth. These two companies were ranked first and second in 2013, respectively, with a revenue difference of less than 0.5 percent, or around $200 million. But during the subsequent several years, Deloitte expanded more quickly than PwC (mostly as a consequence of acquisitions), regaining the title of biggest of the Big Four in Fiscal Year 2016.

1.3 Technological , Organisational , Environmental Framework

A theoretical construct developed by the information systems field, the Technology Organisation Environment (TOE) framework describes how several factors impact the adoption and utilization of new technologies. These factors include the features of the technology, the organizational environment in which it is employed, and the external environment in which the firm operates.

The framework has shown to be an effective instrument for understanding the complex relationships that exist between companies, technology, and the environment. It has been widely utilized in research on how technology is adopted and employed in businesses. The environment, the organization, and technology are the three main components of the TOE framework. "Technology" refers to the characteristics of the technology itself, including its usefulness, usability, and complexity in relation to existing systems. The internal environment of an organization, comprising its size, resources, culture, and organizational structure, is referred to as the "organization". We refer to the external environment in which an organization operates as the "environment." Among other things, this background consists of the market's condition, statutory requirements, and social and cultural norms.

One benefit of the TOE framework is its capacity to provide an all-encompassing perspective on the adoption and application of technology. Rather than concentrating on the technology or the organizational environment, the paradigm recognizes the importance of both internal and external factors in affecting the adoption and usage of technology. This helps organizations understand the intricate interplay among elements influencing the technologies they pick and allows scholars to explore how technology is adopted. Another advantage of the TOE design is its versatility. Since the framework pertains to a wide range of technological and organizational settings, researchers and practitioners working on a wide range of issues may find it useful. Moreover, it is simple to adapt the framework to both qualitative and quantitative research approaches. The capacity of TOE to integrate external and internal inputs into a coherent paradigm is one of its biggest advantages. This explains why TOE has a solid theoretical base and consistent empirical support to illuminate behavioral intentions toward innovation when examined through the lens of the company.

2. LITERATURE REVIEW

Hashimy, L.(2022) revealed the workings of blockchain adoption through a thorough analysis of the technology from several perspectives, including relative advantage, complexity, an organization from top management support and expertise, and environment (competitive pressure).

Shaikh, N (2021) explained the necessity of Cloud Accounting Software Applications and highlighted the awareness & acceptance among accounting professionals in metropolitan cities such as MUMBAI.In her study, she focused on the know-how of the cloud computing application in auditors and professionals and examined the pros and cons of implications of cloud accounting applications.

SibueaAY, SinagaMB,& et al.(2021) highlighted cloud accounting's importance as one of the cutting-edge technologies that small and medium-sized enterprises would find helpful. It will help small and medium-sized enterprises generate superior financial reports and turn choices into action more quickly and intelligently. This paper looks at how small and medium-sized businesses (SMEs) embrace cloud computing, what impact it will have on them, and what steps they need to take in advance of using the technology to contribute to the growing body of information on the subject.

Aryanti, and CandAdhariani, D(2020) showed that understanding financial statement analysis and Microsoft Office software, as well as professional ethics, collaboration, and time management strategies, is crucial for accountingstudentshopingtoworkinthesesectors.Theydiscussedhowcompaniesand accounting students in Ind onesia see the abilities and knowledge required of accounting graduates.

Mahakittikun, T. Bhatiasevi, V.(2020) A study model of Thai business performance in mobile payments was created in an attempt to alleviate TOE. Based on their research, relative advantage, creativity, knowledge of mobile payments, critical mass, and competitiveness.

Cai WC, (2019) explained the emerging use of blockchain technology and a triple accounting system which involves the use of the public ledger to resolve fraudulent issues and establish transparency and integrity. He introduced the third layer of the bit to explain the variances or fluctuations in income.

Chatzoglou, D. and Chatzoudes, D.(2018) Highlighted that the adoption of e-business is driven by TOE antecedents, which include internet proficiency, company size, government assistance, and information technology infrastructure. Theoretical foundations of the TOE are validated in the context of COVID-19 pandemic e-commerce. E-commerce is used in the context of digital transformation to help organizations survive in more cutthroat markets. Businesses should thus be aware of the important influences that management support, outside pressure, compatibility, and outside support have on the adoption of e-commerce.

Virendra Soni (2018) said in his piece that Microsoft India President Anant Maheshwari discussed the advantages and significant influence of cloud technology in revolutionizing companies. The study's conclusions support the effectiveness of digital transformation.

Tajudeen, FP. Jaafar, NI.(2017) studied how social media usage influences public relations, organizational communication, and consumer demands to understand using the technology acceptance model (TAM).

Alibaba (2016)in their article named "India has a great potential for cloud services." Stated the competition that Indian companies will face when foreign IT giants will enter the Indian market. The research claims that as a result of Alibaba (a Chinese IT behemoth) entering the Indian market and embracing the cloud computing paradigm, Amazon and Microsoft in India would compete more fiercely. In July 2014, Itika Sharma wrote an article titled "Cloud Computing: Sky is the Limit for IT Enterprises.

DimitruO&MateiM,(2014) offered a range of interpretations and viewpoints about the phrase "cloud accounting," as well as the advantages and possible disadvantages of utilizing these services, especially about accounting departments. They also examined the crucial factors that had to be taken into account by each business when selecting the best accounting system.

Sookhak M, Akhunzada A., & et at.(2014)signified the importance of data structure in auditing and accounting. For cloud storage systems, effective remote data auditing approaches based on algebraic signature qualities were proposed. A novel data structure was also provided that could effectively handle operations on dynamic data including append, insert, edit, and delete. According to a comparison with the most recent RDA scheme, their recommended solution was safe and inc redibly effective in terms of computation and communication to the auditor and server.

Walterbusch M, Martens B, & et al. (2013) found that decision-making procedures for cloud computing are chaotic and devoid of a solid structure. The method offered draws attention to the indirect and covert expenses associated with cloud computing. Providing a cloud computing services total cost of ownership plan was their aim.

Kinkela K & College I. (2013) In an effort to determine the best methods for implementing and controlling cloud computing use inside an enterprise, they offered guidance on the risks related to the technology.

Gupta P Seetharaman John (2013) outlined the There is discussion of five factors that influence how small and medium-sized organizations use the cloud and how their needs and requirements vary from those of large businesses. The main benefits are simplicity and ease of use, followed by cost savings, privacy, and security.SMEs would rather continue with their tried-and-true procedures over using the cloud for collaboration and stakeholder sharing since they don't think clouds are dependable.

Tulsian(2012) investigated the effects of cloud accounting on small businesses and recommended that they leverage it to strengthen relationships with customers by collaborating and communicating better, which would help them get rid of the issue of back-and-forth data transmission. When it comes to creating fresh viewpoints on technology that would improve corporate operations, accountants might play a significant role. Accounting professionals should learn new methods to operate in the digitalized environment and adapt to new technologies to reduce the amount of time spent on repeated administrative procedures and the expenses associated with compensating qualified human resources for their knowledge and abilities. With the use of technology and the cloud model, their trip might be made simple, quick, and economical.

Mell, P.andGrance, T. (2011) defined cloud computing as an approach that makes it possible to share a pool of instantly available, releasable, reconfigurable computing resources across the network with ease and on-demand, all without the requirement for administrative effort or service provider interaction. 1. Infrastructure as a service (IaaS), where consumers are in charge of the network, storage, operating system, and applications.2. Platform as a service, or PaaS, gives users authority over applications but not infrastructure. 3. Software as a service (SaaS), which only permits consumers to obtain services from service providers and grants them no control over the applications or infrastructure. Furthermore, private cloud and public cloud are the two types of cloud deployment (exclusive and non-exclusive, respectively). One benefit of cloud computing is the ability to grow operations without incurring additional costs for equipment.

Ercan, T. (2010)highlighted how the newly created application platform known as "cloud computing" facilitates user-to-user exchange of data, computations, and services. In their study, they examine and assess the approaches taken to mimic it with difficulties including task distribution, coordination problems, and user interface.

3. Research Gap

The adoption of cloud computing technology by enterprises, as well as its prices, advantages, problems with digital security and privacy, security solution measures, and compatibility with technology, have all been the subject of several studies. Regarding the costs, advantages, problems with digital security and privacy, and security solution methods, cloud computing is also examined.

Also, we would analyze the use of cloud accounting concerning TOE FRAMEWORK in Big 4s as no such study signifying the use of cloud accounting with this model in Big 4s has been done yet.

After a thorough examination of the corporate use of cloud accounting, it was found that Indian Big 4 accounting firms had not conducted any tactile research on cloud-based accounting, particularly regarding corporates. This vacuum in the literature provided us with the motivation to work on our list of objectives.

4. Problem Statement

1 .To assess the use and flexibility of cloud accounting in the Indian context.

2. To present a comparative study of usage and adoption of cloud accounting in Indian Big 4 firms' Accounting professionals with the TOE framework
3. To analyze the attitudes and perceptions of accounting professionals and practitioners from the Big 4s regarding the current and future use of cloud accounting.

5. Research Objectives

1. To assess the use and flexibility of cloud accounting in the Indian context.
2. To present a comparative study of usage and adoption of cloud accounting in Indian Big 4 firms' Accounting professionals with the TOE framework
3. To analyze the attitudes and perceptions of accounting professionals and practitioners from the Big 4s regarding the current and future use of cloud accounting.

6. RESEARCH METHODOLOGY

Type of Research: To understand how accounting professionals and practitioners feel about cloud accounting in Big4s, an exploratory research approach will be used. Descriptive (quantitative) construction techniques will be used for this explanatory study research. Interviews and survey questionnaires are used when conducting quantitative research. A survey and a questionnaire will be created for the first round. Only accounting professionals from the Big 4 corporations will be invited to participate in the survey's second round. The survey's completion and analysis will take place in the third stage.

Source of Data: The study's target audience will be accounting professionals and practitioners. Since the size of the population is unknown, convenience, snowball, and purposive sampling will be utilized as non-probability sampling techniques to choose the samples. Survey research will be conducted to gather the data, and target respondents will receive a Google Forms questionnaire that will be distributed to them by email and social media. Likert scale questions will be created to learn how accounting practitioners and professionals see certain cloud accounting statements. These respondents' attitudes and perceptions will be examined.

Data Collection: Quantitative data is collected using a Likert scale, which ranges from "strongly disagree" to "strongly agree." These questions were combined for our study into a particular online survey, which was then distributed with the use of targeted social media advertising.

Variables under study

- Dependent variables – Cloud accounting
- Independent variables – Technology, Organisation, Environment.

Primary Data Collection: A well-structured questionnaire that will be used to collect primary data. Email, Google Forms, and other online delivery methods will be used to send the questionnaire to accounting professionals from all the Big 4s.

Population - Accounting professionals working in Indian Big 4's.

Sample - Using snowball sampling (inclusion criteria- only accounting professionals from Big 4s).

Secondary Data Collection: The secondary data for the study will be gathered from, periodicals, articles, websites of government, publications, newspapers, proceedings, annual reportbooks, journals, and other published records, etc. The data will be properly tabulated and analyzed.

Sample Size: The proportion of the general population that is included in the study is known as the sample size. Using G power we have calculated sample size. With the standard error of 0.05 and effect size of 0.25, the sample size is 159. Data from all accounting professionals from Big4 firms will be gathered using practical sampling procedures.

Tools to be applied:

In order to explain apparent aggregate variability within a data set, systematic components, and random elements are separated using the ANOVA statistical analysis approach. In regression analysis, analysts assess the effect of independent factors on the dependent variable by running the N-WAY ANOVA test on the given dataset. Through statistical examination of data from several original research with similar emphasis, meta-analysis generates a quantitative assessment of the phenomena under study. SPSS will be used for the data analysis.

An indicator of the internal coherence or closeness of a collection of objects to one another is **Cronbach's alpha.** It serves as a scale reliability metric. If you wish to evaluate internal consistency in addition to proving that the scale in question is unidimensional, you can do additional research.

Data	**Tools / method/ to be adopted**
Quantitative data	survey questionnaire through Google Forms based on TOE FRAMEWORK.
Qualitative data	Interview
Sampling	Exploratory research/snowball sampling
Analysis of data	Cronbach's alpha and N-way ANOVA test and metaanalysis with spss

Note: statistical tools can be changed as per the requirement of the study.

7. Expected Outcome of Research

1. The study provides a deeper comprehension of cloud accounting and its impact on Big 4's operational efficiency.
2. Their operations as cloud accounting technology advances. The cloud allows for greater communicati on and collaboration among employees, which increases productivity and helps company owners.
3. The study is useful for learning how professionals see newly relevant concepts. The majority of accounting experts and practitioners are likely to think that cloud-based financial data can be accessed by confidential information held there. This study will highlight the challenges that they face while implementing and employing cloud technology, as well as the advantages that they are experiencing for both their individual businesses and as a collective.
4. The research will provide insight into the TOE Framework. Understanding the link between TOE characteristics and cloud accounting adoption is crucial because the study will emphasize the intricate interaction between technological, organizational, and environmental components and the cloud computing vision.

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Adoption of Cloud Accounting in Indian Big 4 Companies with reference to TOE framework

by Shazpreet Kaur

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Adoption of Cloud Accounting in Indian Big 4 Companies with reference to TOE framework

SHORT SYNOPSIS

by

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21/PhD/079

Under the supervision of

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ABSTRACT

The only requirements for using cloud accounting, a framework of technology that enables you to view your data from any location and on any device, are a device and an uninterrupted and dependable internet connection. Cloud accounting is the most recent accounting craze to make an impact on enterprises. Cloud accounting hosts the data on external servers, yet it is functionally comparable to self-install accounting software. In cloud accounting, information is transferred to a cloud where it is processed before being sent to the user again. Due to the current shift toward faster technology, accounting's capacity to serve people has substantially grown. Modern accounting has advanced to its current position after years of gradual development by keeping up with quickly developing technological improvements. Because of the ongoing development and adaption of technological substitutes for manual procedures,

accounting has become more user-friendly and practical. You may get real-time information throughout the entire company by using cloud accounting.

The term "Big Four" in this context refers to the top four accounting firms in the US, measured by revenue. They are, respectively Klynveld Peat Marwick Goerdeler (KPMG),PricewaterhouseCoopers (PwC),Ernst & Young (EY) and Deloitte. Along with audits, they additionally offer tax, valuation, market research, assurance, and legal advice services .Recently, they started offering digital transformation consulting in order to satisfy the expectations of the digital world. They are the leading authority on how tax law should be applied and experts in how auditing and accounting standards should change.

Tornatzky et al. basically created the TOE framework to fully explain behavioural intents and business innovation adoption. Its ability to take into account many internal and external factors while making adoption decisions concerning the three contextual groupings of technology, organisation, and environment sets it apart from other behaviour models. The technical backdrop shows the technologies that are relevant to each company, both upcoming and existing. While the environmental context depicts the industrial, governmental, and competitive business environment in which enterprises operate, the organisational context shows the firm's size, scope, and resources.

Keywords: Cloud Accounting, Reporting, Big 4's, TOE FRAMEWORK

Adoption of Cloud Accounting in Indian Big 4 Companies with reference to TOE framework

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SHORT SYNOPSIS

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